

Wayfinding & Community Branding Presentation

Economic Development
Subcommittee

October 20th, 2021

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Specialist

Wayfinding Process



Pre-Design

Data Collection &
Analysis



Design

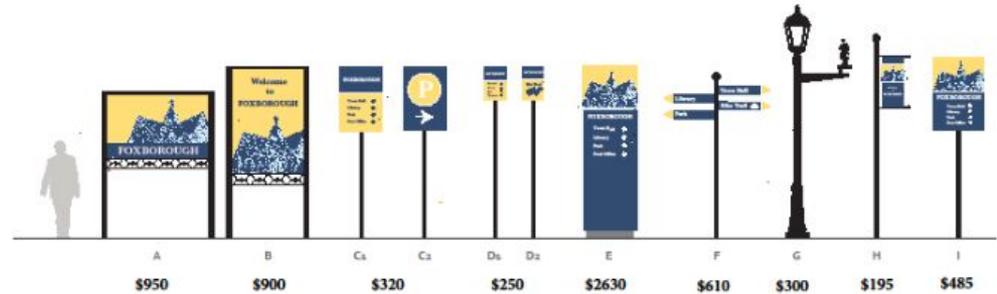
1. Schematic Design
2. Design Development
3. Documentation



Post-Design

1. Bidding
2. Fabrication & Installation
Observation
3. Post Installation
Evaluation &
Maintenance

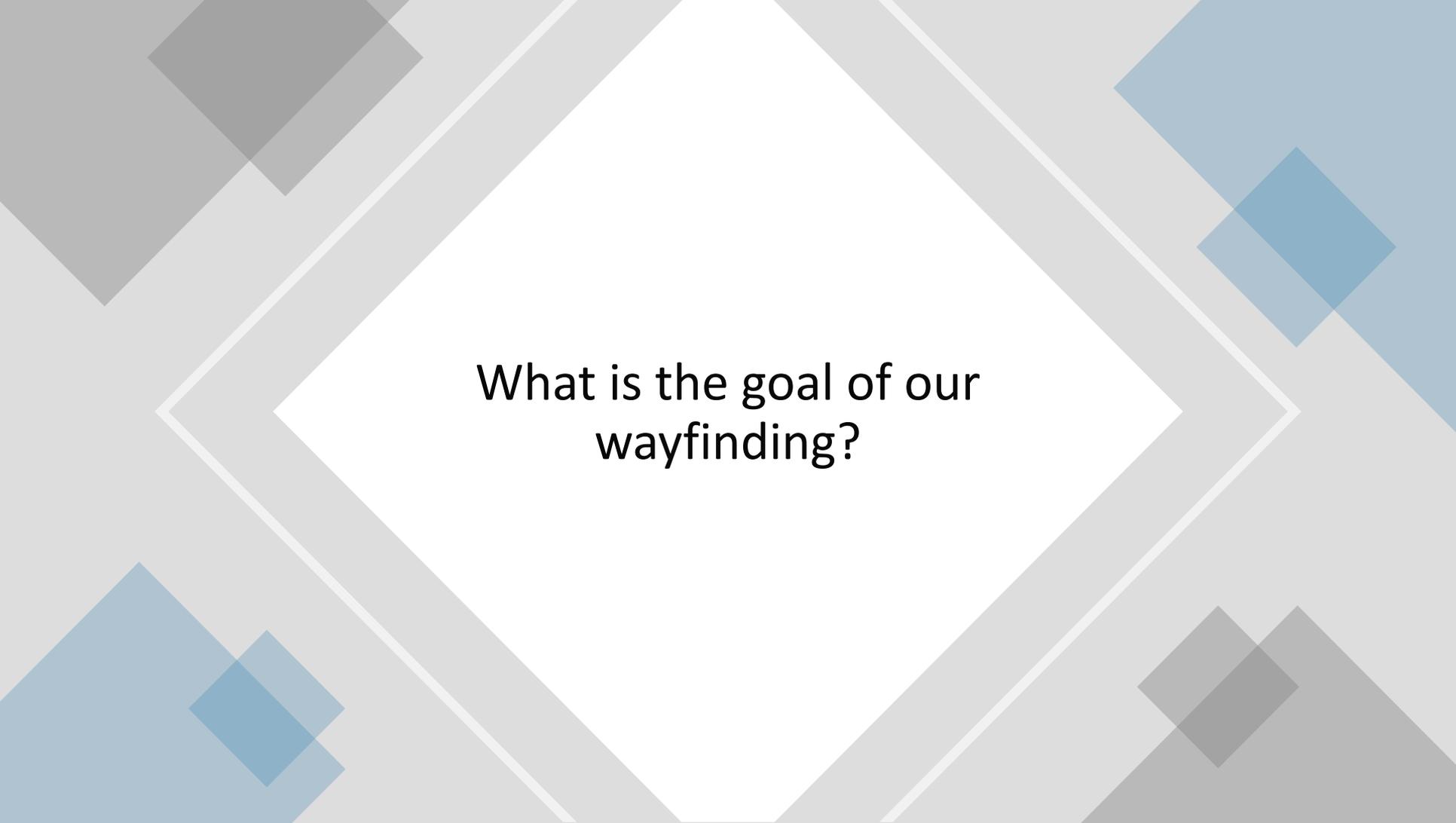
Wayfinding signage is dependent on purpose.



FOXBOROUGH | Sign Elements and Wayfinding Specifications

Favermann Design | April 2019

Town of Foxborough – Goal was parking oriented
- Reduced sign clutter, installed parking and greeting signs

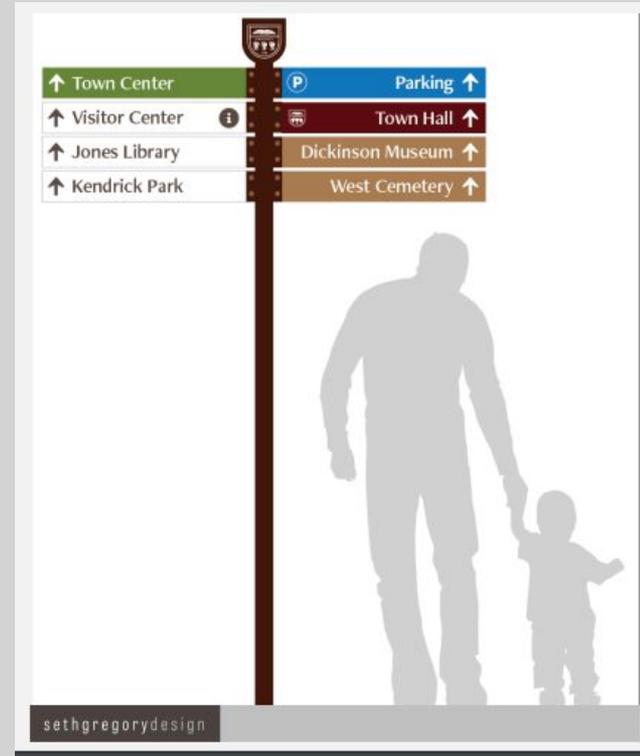


What is the goal of our
wayfinding?

Amherst Destination

- Goal: MAPC Market Study noted promoting existing amenities [pg.39](#)

- Goal: Directional, town wide revitalization, enforce brand identity
- Note: Focus on Destination



Walk Boston

MAPC Market Study noted walkability as an opportunity [pg. 28](#)

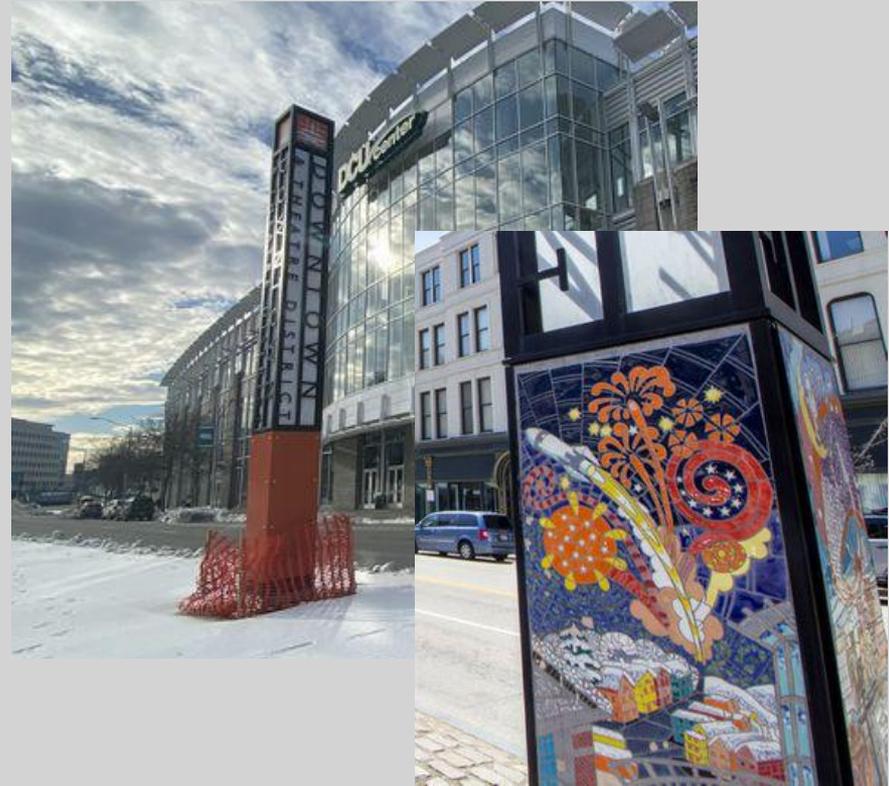
- Goal: promoting physical activity and encouraging a shift towards non vehicular travel
- Creative Aspect: Pavement Decals
- Walk times on graphics



Worcester Districting

MAPC Market Study noted signage promoting visual interest as an opportunity
[pg. 29](#)

- Goal: Sense of arrival
- Creative Aspect: Utilized community artists during wayfinding process



Situational Analysis

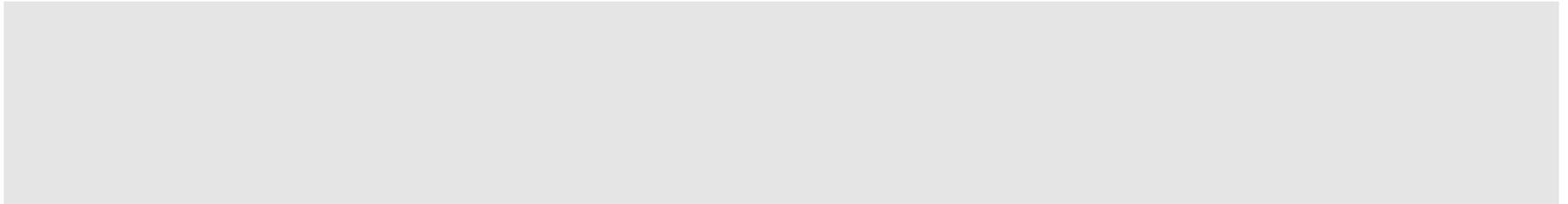
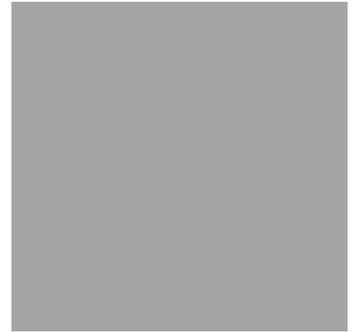
Good News

- Wayfinding Steering Committee formed
- MAPC Study informing areas of opportunity

Considerations

- Managing the creative process
- Lifecycle of sign - ensuring timeless design
- Signage Clutter
- Severe lack of Town branding

Wayfinding without a brand
is like tending the leaves
before watering the roots.





What is Municipal Branding?

Branding is the foundation for effective communications, organizational unity, as well as community identity and engagement.

Creates synergy between communication plan, economic development master plan and targeted marketing strategies.

Municipal Branding Guide Example

[Mass.gov Branding Guide](#)

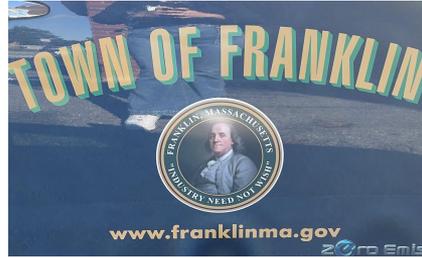
Current
Branding
Lacks
Consistency



Town of Franklin



OFFICE OF THE TOWN ADMINISTRATOR



Current Branding Lacks Consistency

MAPC Market Study Recommendations



Where Community
Branding Supports
MAPC Market Study
Recommendations

1. Business Attraction & Expansion
2. Digital Marketing
3. Promoting Existing Amenities
4. Planning Process, Incentives,
and Marketing
7. Public Realm Attraction

Next Steps/ Proposed Communication Plan

- Piggyback off current MAPC Study on Downtown Revitalization – incorporate questions about the future of Franklin. EDC assists in more Community Visioning.
 - Gather quotes from residents about their “Franklin Story” and where they see Franklin going. Use this to inform branding and create marketing assets for Economic Development & Franklin 2028.
- Brand the Town of Franklin – brand Steering Committee & Design Process
- Create a master communication plan that supports our economic development plan, leverages and contributes to our robust arts & culture assets, fosters community engagement and champions a “Franklin Experience”. Wayfinding used as a tool for these efforts.
- Brand Economic Development – Answer the question “Why Choose Franklin?”

Comprehensive Municipal Communication Plan Example

[Town of Ware: Visioning, Branding, Wayfinding
and Business Development Plan](#)

Timeline

- **August 2022: Complete MAPC Downtown Revitalization Study**
 - Collect feedback from community via outreach efforts– Starting in January 2022
 - Goal is to get content from the community about where they see Franklin going. This will inform branding efforts, brand launch, and repurpose as a public education tool to inform residents of progress made on economic development master plan. Piggybacking off pre-existing outreach efforts will help expedite the process.
- **August – November 2022**
 - EDC hosts Community Visioning Listening Sessions with Stakeholders
 - Goal is to develop a “Franklin Story” that will transition into our branding efforts. Additional marketing material to be collected to supplement the backstory of the town.
 - EDC Business Listening Sessions – to inform future economic development
- **December 2022 – February 2023**
 - Formation of Brand Steering Committee
 - Liaisons to Creative Process with brand designer
 - Begin procuring design services.



Supplemental Materials

[Town of Foxborough](#)

[WalkBoston: Implementing Pedestrian Wayfinding Systems in Massachusetts](#)

[Amherst Wayfinding](#)

[Worcester Wayfinding - Urban Culture Institute](#)

[Commonwealth of Massachusetts Brand Style Guide](#)

[Town of Ware: Visioning, Branding, Wayfinding and Business Development Plan](#)

[MAPC Market Study](#)